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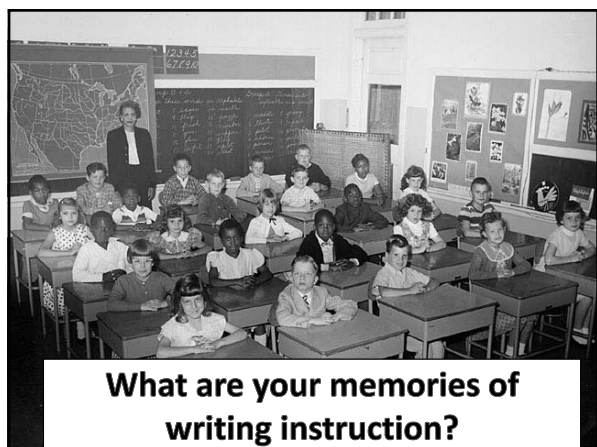
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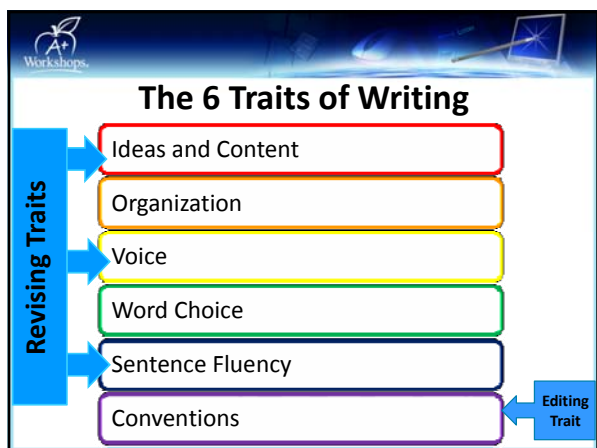
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 **Ideas and Content**

“The ideas are the heart of the message, the content of the piece...all the details that enrich and develop the theme.”



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 **Ideas and Content**



- Clear and controlled
- Focused and relevant
- Fresh and original
- Complete and well-developed

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 **Organization**

“Organization is the internal structure of a piece of writing, the thread of central meaning, the pattern.”



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 **Organization**



- Inviting beginning
- Logical sequencing
- Thoughtful transitions
- Conscious closing

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 **Voice**

“Voice is the heart and soul of the writing, the magic, the wit, the feeling, the life and breath.”



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 **Voice**



- Connects you to your reader
- Expresses feelings
- Varies according to purpose and audience
- Is unique as a fingerprint

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 **Word Choice**

“Strong word choice clarifies and expands ideas...moves and enlightens the reader.”



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 **Word Choice**



- Uses a variety of descriptive words
- Paints a picture for the reader
- Is specific to audience and purpose
- Promotes clarity with precise language

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 **Sentence Fluency**

“Sentence fluency is the rhythm and flow of the language.”



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 **Sentence Fluency**



- Strong, well-built sentences
- Varied sentence lengths
- Natural rhythm and flow
- Varied sentence beginnings

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 **Conventions**

“Conventions are the good table manners of written language.”



Mem Fox, author of *Wilfrid Gordon McDonald Partridge*

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 **Conventions**



- Capitalization
- Punctuation
- Spelling
- Grammar

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